



United States
Department of
Agriculture

Marketing and
Regulatory
Programs

Agricultural
Marketing
Service

1400 Independence Ave., SW., Stop 0225
Washington, DC
20250-0225

February 10, 2004

**To Organizations That Conduct State or Regional
Dairy Product Promotion, Research, or Nutrition Education Programs**

Enclosed is an Application for Initial or Continued Qualification of State or Regional Dairy Product Promotion, Research, or Nutrition Education Program (Form DA-15-CG) for submission of program information and financial data for calendar year 2003. Please complete and return the form and required enclosures by March 3, 2004, to:

USDA, AMS, DAIRY PROGRAMS
PROMOTION AND RESEARCH BRANCH
STOP 0233, ROOM 2958-S
1400 INDEPENDENCE AVENUE, SW.
WASHINGTON, D.C. 20250-0233

In order for your program to continue its qualified status under the Dairy Promotion and Research Order, all pertinent information should be included when completing the application. The form is available for completion on-line from the Promotion and Research Branch web page (www.ams.usda.gov/dairy/dairyrep.htm) or at the uniform resource locator on the enclosed security letter. The *Additional Instructions for Form DA-15-CG* are enclosed and have been slightly modified to include notes for on-line completion. There is no need to mail a hard copy of completed Form DA-15-CG if submitted on-line. However, you may mail any supporting documentation or schedules not attached during on-line submission (e.g., copy of annual report or annual audit).

The information you provide will be aggregated with information from other qualified programs and included in USDA's "Annual Report to Congress on the National Dairy Promotion and Research Program and the National Fluid Milk Processor Promotion Program." Information from individual qualified programs will be kept confidential to the extent allowable under the Freedom of Information Act.

It is the view of the Agricultural Marketing Service, which has the oversight responsibility for all commodity research and promotion programs, that the administrative expenses for such programs should be held to the lowest level necessary for the efficient and effective operation of the program. Also, it is essential that your organization have in place internal controls which assure that funds, property, and other assets are safeguarded against fraud, waste, and unauthorized use.

Please note that the form continues to account for income and expenditures associated with the Unified Marketing Plan (UMP) coordinated through Dairy Management Inc. Only those qualified programs participating in the UMP need to include the requested information as noted on the form and described in the additional instructions.

If you have any questions regarding the form or its completion, please contact Michael Johnson, Promotion and Research Branch, at (202) 720-1069, by fax at (202) 720-0285, or E-mail to Michael.Johnson2@usda.gov.

Sincerely,

Richard M. McKee /s/
Deputy Administrator
Dairy Programs

Enclosures: Form DA-15-CG, Additional Instructions for Form DA-15-CG, Security letter

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To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.